

How Mild can a cigarette be?

1950

Smoke CAMELS and see!



"How mild? My woman's instinct told me I couldn't answer that question in a hurry. I took my time and made what I felt was the *sensible* cigarette test ... the Camel 30-Day Mildness Test!"

"It was fun—and *convincing*! I didn't have to decide on just one puff—a single inhale and a quick exhale. I smoked Camels regularly for 30 days."

"My own 'T-Zone' gave me the answer. With each pack, each day, I learned how good-tasting Camels are. And now I know how mild a cigarette can be!"

"Being on television, I have to think of my voice. Cool, mild CAMELS are my cigarette. They suit my throat and taste to a 'T.'"

Kyle MacDonnell
STAR OF TELEVISION

R. J. REYNOLDS TOBACCO CO., WINSTON-SALEM, N. C.

MEET "MISS VIDEO"... Kyle MacDonnell is a television favorite—she sings and acts for scores of guest appearances on the big-time telecasts of the country. Once a much-photographed "cover girl" who brought her singing talents to Broadway, Kyle's smile is familiar to millions.

According to a Nationwide survey:

More Doctors Smoke Camels than any other cigarette

When 113,597 doctors from coast to coast—in every field of medicine—were asked by three leading research organizations to name the cigarette they smoked, more doctors named Camel than any other brand!



Make your own Camel
30-Day MILDNESS Test
in your "T-Zone"
(T for Throat, T for Taste)

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